14

d/m: 7-31-97

R.J. REYNOLDS

Tobacco Company

1622-RM(O) 23 36 26 28 30 31 32 35

1626-RM 20 24 19

July 24, 1997

DAVID W. KEENEY
Key Account Manager

7854 Oswego Road, #202
Liverpool, NY 13090
315-622-1200/1191
Fax 315-622-1199
VoiceMail 1-800-757-8255
Ext. 71572

To: All RR with Express Mart
(Chain ID #1879-00-00)

Subject: **August PM Defense Program**
3rd & 4th Quarter Promotional Calendars
"No Bull" Authorizations

Ladies & Gentlemen:

Attached is necessary correspondence for execution of the above mentioned priorities as they relate to Express Mart.

PM Defense

⇒ Spreadsheet titled, "6 Week Average Weekly Carton Volume", illustrates brand styles and quantities that each location will receive during the week of **August 18, 1997**. Each pack will have a .25¢ Removable VPR, pre-applied at McLane.

In an effort to sell additional product, the promotion should be advertised as follows:

"Save $___ when you purchase 2 packs"

OR

"$___ per pack when you buy 2"

(i.e., Single Pack Price = $2.55. Everyday Express Mart 2-pack price = $4.29)

"Save $1.31 when you purchase 2 packs"

OR

"$1.89 per pack when you buy 2"

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The .25¢ per pack discount will apply to single pack purchases. However, both Express Mart and RJR will realize additional benefit, if the consumer is enticed to buy mutiple packs.

Please remember that no hand written advertising will be permitted. Ensure that you have appropriate Fonts and Numbers available for display and in-store advertising. Banners to illustrate this special "2-Pack Price" are authorized by Rene Patterson for placement outside each location.

3rd & 4th Quarter Calendars

⇒ A revised 3rd Quarter, as well as a pre-determined 4th Quarter promotional calendar(s) are attached for your information.

"No Bull"

⇒ Box Style Prebook

10 Cartons of assorted Winston Box styles will be delivered by McLane during the week of **July 28, 1997**, to ensure Product Availability for rollover of our counter display(s) (System III/APD).

⇒ Change Mat Authorization

The "Stick-to-Stick" Change Mat has been authorized for placement beginning with our DTS coverage August 4, 1997.

If you have any questions, please contact me.

Thank you for your assistance with this chain.

Sincerely,
Dave
D.W. Keeney
Key Account Manager

DWK/jb

cc: A. Ammann - Express Mart

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6 WEEK AVERAGE WEEKLY CARTON VOLUME

ACCT	FULL NAME	CITY	CF	CFB	CL	CLB	CM	CLM	CW	CWL	TOT CAM	WK	WB	WLK	WLB	TOT WIN	DF	DF1	DLK	DL1	DLM1	DU1	TOT DOR	TOT CTNS
768451	EXPRESS MART #364	MANCHESTER	12	11	17	40	1	1	1	1	84	12	8	16	8	44	5	5	9	6	5	4	34	162
020447	EXPRESS MART #318	CANANDAIGUA	12	11	17	40	1	1	1	1	84	12	8	16	8	44	1	1	1	1	1	1	6	134
768441	EXPRESS MART #366	VICTOR	12	11	17	40	1	1	1	1	84	12	8	16	8	44	1	1	1	1	1	1	6	134
762922	EXPRESS MART #323	HOMER	12	11	17	40	1	1	1	1	84	8	4	9	5	26	5	5	9	6	5	4	34	144
763683	EXPRESS MART #325	WHITNEY POINT	12	11	17	40	1	1	1	1	84	8	4	9	5	26	1	1	1	1	1	1	6	116
365820	EXPRESS MART #359	DELHI	12	11	17	40	1	1	1	1	84	8	4	9	5	26	1	1	1	1	1	1	6	116
528046	EXPRESS MART #347	MORRISVILLE	12	11	17	40	1	1	1	1	84	3	2	3	2	10	3	3	5	3	2	2	18	112
681989	EXPRESS MART #321	HAMILTON	12	11	17	40	1	1	1	1	84	3	2	3	2	10	3	3	5	3	2	2	18	112
768445	EXPRESS MART #363	MACEDON	7	6	9	21	1	1	1	1	47	12	8	16	8	44	5	5	9	6	5	4	34	125
768430	EXPRESS MART #362	MARION	7	6	9	21	1	1	1	1	47	12	8	16	8	44	3	3	5	3	2	2	18	109
768442	EXPRESS MART #365	WILLIAMSON	7	6	9	21	1	1	1	1	47	12	8	16	8	44	3	3	5	3	2	2	18	109
768452	EXPRESS MART #361	ONTARIO	7	6	9	21	1	1	1	1	47	12	8	16	8	44	1	1	1	1	1	1	6	97
171375	EXPRESS MART #308	MC GRAW	7	6	9	21	1	1	1	1	47	8	4	9	5	26	3	3	5	3	2	2	18	91
768446	EXPRESS MART #367	NEWARK	7	6	9	21	1	1	1	1	47	8	4	9	5	26	3	3	5	3	2	2	18	91
484177	EXPRESS MART #306	JOHNSON CITY	7	6	9	21	1	1	1	1	47	8	4	9	5	26	1	1	1	1	1	1	6	79
485836	EXPRESS MART #305	ENDICOTT	7	6	9	21	1	1	1	1	47	8	4	9	5	26	1	1	1	1	1	1	6	79
088577	PETR ALL #330	GROTON	7	6	9	21	1	1	1	1	47	3	2	3	2	10	5	5	9	6	5	4	34	91
037685	EXPRESS MART #332	CORTLAND	7	6	9	21	1	1	1	1	47	3	2	3	2	10	3	3	5	3	2	2	18	75
701518	EXPRESS MART #351	DRYDEN	7	6	9	21	1	1	1	1	47	3	2	3	2	10	3	3	5	3	2	2	18	75
506487	EXPRESS MART #349	OWEGO	7	6	9	21	1	1	1	1	47	3	2	3	2	10	1	1	1	1	1	1	6	63
587447	EXPRESS MART #357	APALACHIN	7	6	9	21	1	1	1	1	47	3	2	3	2	10	1	1	1	1	1	1	6	63
763079	EXPRESS MART #324	CORTLAND	7	6	9	21	1	1	1	1	47	3	2	3	2	10	1	1	1	1	1	1	6	63
763666	EXPRESS MART #327	ITHACA	7	6	9	21	1	1	1	1	47	3	2	3	2	10	1	1	1	1	1	1	6	63
680915	EXPRESS MART #352	CHEEKTOWAGA	3	2	4	9	0	0	0	0	18	12	8	16	8	44	5	5	9	6	5	4	34	96
548424	EXPRESS MART #331	AUBURN	3	2	4	9	0	0	0	0	18	12	8	16	8	44	1	1	1	1	1	1	6	68
553661	EXPRESS MART #301	AUBURN	3	2	4	9	0	0	0	0	18	12	8	16	8	44	1	1	1	1	1	1	6	68
376126	EXPRESS MART #358	CANASTOTA	3	2	4	9	0	0	0	0	18	8	4	9	5	26	5	5	9	6	5	4	34	78
712071	EXPRESS MART #360	CATO	3	2	4	9	0	0	0	0	18	8	4	9	5	26	3	3	5	3	2	2	18	62
643131	EXPRESS MART #319	GENEVA	3	2	4	9	0	0	0	0	18	8	4	9	5	26	3	3	5	3	2	2	18	62
763657	EXPRESS MART #311	UNION SPRINGS	3	2	4	9	0	0	0	0	18	8	4	9	5	26	3	3	5	3	2	2	18	62
348511	EXPRESS MART #329	SIDNEY	3	2	4	9	0	0	0	0	18	8	4	9	5	26	1	1	1	1	1	1	6	50
733677	EXPRESS MART #302	AUBURN	3	2	4	9	0	0	0	0	18	3	2	3	2	10	5	5	9	6	5	4	34	62
591386	EXPRESS MART #345	MOUNT UPTON	3	2	4	9	0	0	0	0	18	3	2	3	2	10	3	3	5	3	2	2	18	46
538029	EXPRESS MART #337	ELMIRA	3	2	4	9	0	0	0	0	18	3	2	3	2	10	3	3	5	3	2	2	18	46
706655	EXPRESS MART #313	WATERLOO	3	2	4	9	0	0	0	0	18	3	2	3	2	10	1	1	1	1	1	1	6	34
763431	EXPRESS MART #312	WATERLOO	3	2	4	9	0	0	0	0	18	3	2	3	2	10	1	1	1	1	1	1	6	34
539496	EXPRESS MART #334	BINGHAMTON	3	2	4	9	0	0	0	0	18	3	2	3	2	10	1	1	1	1	1	1	6	34
597276	EXPRESS MART #338	WEST WINDSOR	3	2	4	9	0	0	0	0	18	3	2	3	2	10	1	1	1	1	1	1	6	34
491292	EXPRESS MART #339	SYRACUSE	3	2	4	9	0	0	0	0	18	3	2	3	2	10	1	1	1	1	1	1	6	34
632868	EXPRESS MART #346	WATERVILLE	3	2	4	9	0	0	0	0	18	3	2	3	2	10	1	1	1	1	1	1	6	34
763631	EXPRESS MART #315	WEBSTER	3	2	4	9	0	0	0	0	18	3	2	3	2	10	1	1	1	1	1	1	6	34
205484	EXPRESS MART #353	HORSEHEADS	3	2	4	9	0	0	0	0	18	3	2	3	2	10	1	1	1	1	1	1	6	34
643129	EXPRESS MART #317	PHELPS	3	2	4	9	0	0	0	0	18	3	2	3	2	10	1	1	1	1	1	1	6	34
763615	EXPRESS MART #326	ITHACA	3	2	4	9	0	0	0	0	18	3	2	3	2	10	1	1	1	1	1	1	6	34
		TOTAL CARTONS	264	220	355	824	23	23	23	23	1755	282	172	334	184	972	98	98	152	105	85	78	616	3343

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EXPRESS MART

RJR 3RD QUARTER

JULY	AUGUST	SEPTEMBER	ENTER MONTH
Accrual/Defense Program	**Accrual/Defense Program**	**Accrual/Defense Program**	**Accrual/Defense Program**
Start Date 6/30/97	Start/End Dates 8/18/97	Start/End Dates	Start Date
End Date	Start/End Dates	Start/End Dates	End Date
.25 OFF WIN / CAM / DOR PRE-STICKERED FROM MCLANE	.50 OFF 2 PACK CAM / WIN PRE-STICKERED FROM MCLANE CORRESPONDENCE ATTACHED		
Value Added Promotion	**Value Added Promotion**	**Value Added Promotion**	**Value Added Promotion**
Temp. Display Approved	Temp. Display Approved 8/4/97	Temp. Display Approved 9/1/97	Temp. Display Approved
CAM BUY 2 GET 2 FREE 6/23 CAM MEN BUY 2 GET 2 FREE 6/30	WINSTON BUY 2 GET 2 FREE	WINSTON BUY 2 GET 2 LIGHTERS FREE	
Doral or Forsyth Programs	**Doral or Forsyth Programs**	**Doral or Forsyth Programs**	**Doral or Forsyth Programs**
Start Date 7/14/97	Start/End Dates 8/18/97	Start/End Dates 9/15/97	Start Date
End Date	Start/End Dates	Start/End Dates	End Date
DORAL BUY 2 GET FLASHLIGHT	.25 OFF DORAL PRE-STICKERED FROM MCLANE	DORAL BUY 2 GET 1 FREE	
Other Programs	**Other Programs**	**Other Programs**	**Other Programs**
Start Date 7/28/97	Start/End Dates 8/18/97	Start/End Dates	Start Date
End Date 10/26/97	Start/End Dates	Start/End Dates	End Date
PILOT .10 / 1.00 PRICE REDUCTION	CAMEL BUY 2 GET FREE T-SHIRT		

Contract Information

Chain Involvement on Specific Program or Promotion

RJR Manager _____ Retailer Authorization _____

Voice Mail # _____ Date _____

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EXPRESS MART

RJR 4TH QUARTER

OCTOBER	NOVEMBER	DECEMBER	ENTER MONTH
Accrual/Defense Program	**Accrual/Defense Program**	**Accrual/Defense Program**	**Accrual/Defense Program**
Start Date	Start/End Dates 11/17/97	Start/End Dates	Start Date
End Date	Start/End Dates	Start/End Dates	End Date
	WIN / CAM / DORAL .25 OFF PRE-STICKERED FROM MCLANE QUANTITIES TO BE DETERMINED		
Value Added Promotion	**Value Added Promotion**	**Value Added Promotion**	**Value Added Promotion**
Temp. Display Approved 9/29/97	Temp. Display Approved 10/27/97	Temp. Display Approved 11/24/97	Temp. Display Approved
CAMEL BUY 2 GET 2 FREE	CAMEL BUY 2 GET 2 FREE CAMEL MEN BUY 2 GET 2 FREE	WINSTON PACK PROMOTION TBD	
Doral or Forsyth Programs	**Doral or Forsyth Programs**	**Doral or Forsyth Programs**	**Doral or Forsyth Programs**
Start Date	Start/End Dates 11/10/97	Start/End Dates	Start Date
End Date	Start/End Dates	Start/End Dates	End Date
	DORAL BUY 2 GET 1 FREE		
Other Programs	**Other Programs**	**Other Programs**	**Other Programs**
Start Date 10/6/97	Start/End Dates	Start/End Dates	Start Date
End Date	Start/End Dates	Start/End Dates	End Date
WINSTON BUY 2 GET FREE HAT			

Contract Information

Chain involvement on Specific Program or Promotion

RJR Manager _____ Retailer Authorization _____

Voice Mail # _____ Date _____

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